



## **Guitar Center to Celebrate the Release of Motion Picture *Bohemian Rhapsody* with a Variety of Exclusive Opportunities**

*The retailer's activities around the November 2 release of Twentieth Century Fox's Bohemian Rhapsody include a sweepstakes and exclusive deals on the brands/gear featured in the movie*

**Westlake Village, CA** (October 5, 2018) – Guitar Center, the world's largest musical instrument retailer, is gearing up to celebrate the release of the foot-stomping celebration of Queen, their music and their lead singer Freddie Mercury in the new movie, *Bohemian Rhapsody* (set for release in the U.S. on November 2, 2018) with a number of exclusive activities.

First, in partnership with Twentieth Century Fox, Guitar Center is holding a sweepstakes, beginning now and running through October 10, where one lucky winner (U.S. resident) and guest will be selected to travel to New York City for a red carpet screening of the movie along with other prizes. Flight, hotel, and meals are included. Other prizes include a Vox AC30 signed by Brian May, a *Bohemian Rhapsody* engraved Shure 565SD microphone (a favorite model of Freddie Mercury), a Queen Vinyl album collection set, and the *Bohemian Rhapsody* film soundtrack on CD. The winner will be selected by October 15. Complete contest rules can be found at <https://www.guitarcenter.com/Bohemian-Rhapsody.gc>.

Second, Guitar Center is partnering with leading manufacturers to help musicians “find the sound of Queen” with gear from the brands featured in the movie, including Ampeg, Fender, Gibson, Ludwig, Marshall, Ovation, Vox and Zildjian. These items, available for purchase through all GC channels, will be featured in Guitar Center stores and across GC's online and social media sites.

“Queen is among the most iconic bands in music, and we are pleased to contribute to the flurry of activity around this historic biopic,” stated Jeannine D’Addario, Guitar Center Senior Vice President and Chief Marketing Officer. “We look forward to the contest, the movie, and all the other ways that Queen will stay in our hearts throughout the end of 2018 and beyond.”

### **About Guitar Center:**

Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 280 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. Guitar Center also provides customers with various musician based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres; GC Repairs, an on-site maintenance and repairs service; and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 150 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit [www.guitarcenter.com](http://www.guitarcenter.com).

### **About Twentieth Century Fox Film**

One of the world's largest producers and distributors of motion pictures, Twentieth Century Fox Film produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of Twentieth Century Fox Film: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Twentieth Century Fox Animation and Fox Family.

### **About Bohemian Rhapsody**

Bohemian Rhapsody is a foot-stomping celebration of Queen, their music and their extraordinary leadsinger Freddie Mercury. Freddie defied stereotypes and shattered convention to become one of the most beloved entertainers on the planet. The film traces the meteoric rise of the band through their iconic songs and revolutionary sound. They reach unparalleled success, but in an unexpected turn Freddie, surrounded by darker influences, shuns Queen in pursuit of his solo career. Having suffered greatly without the collaboration of Queen, Freddie manages to reunite with his bandmates just in time for Live Aid. Despite being diagnosed with AIDS, Freddie leads the band in one of the greatest performances in the history of rock music. Queen cements a legacy that continues to inspire outsiders, dreamers and music lovers to this day. Twentieth Century Fox and Regency Enterprises present Bohemian Rhapsody in theaters November 2<sup>nd</sup>.

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